Sibbo

Consent Platform

COMPLIANT v2.0
iab europe Transparency and Consent Framework
VALIDATED CMP

Google Certified

Sibbo
Consent Platform

Sibbo CMP overview

What's new in TCF v2.2

What’s new on Sibbo CMP

Agustín Pérez
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Sibbo
Consent Platform

Your **partner** for **managing user consents**

Consent Management Platform (CMP) HbbTV, CTV, web and apps (Android & IOs).
CMP certified by Google.

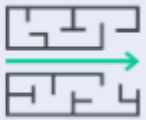
APPROVED STATUS
iab europe Transparency and Consent Framework
REGISTERED CMP

Google Certified

Trusted partner for

DELUXE MUSIC · LG Channels · ATRESMEDIA · PARADORES Hoteles & Restaurantes 1928 · tuup upgrade your TV · LA RAZÓN
tivify · MEDIASETespaña · COUCHPLAY GAMES · ED ESTADIO DEPORTIVO · eitb.eus · FINECT

Why Sibbo 's CMP?



Flexible, simple and intuitive

Designed for all kind of customers

Multidevice

HbbTV, Smart TV, web, mobile, inapp

Configurator optional

Do it yourself!

Customizable

Include partners and purposes outside IAB Europe's TCF

Parametrizable

Look & feel: colors, fonts, size, shape and position

Specialized support

Experience and commitment to customer service

Google Certified

COMPLIANT v2.0 iab europe Transparency and Consent Framework VALIDATED CMP

Dashboard

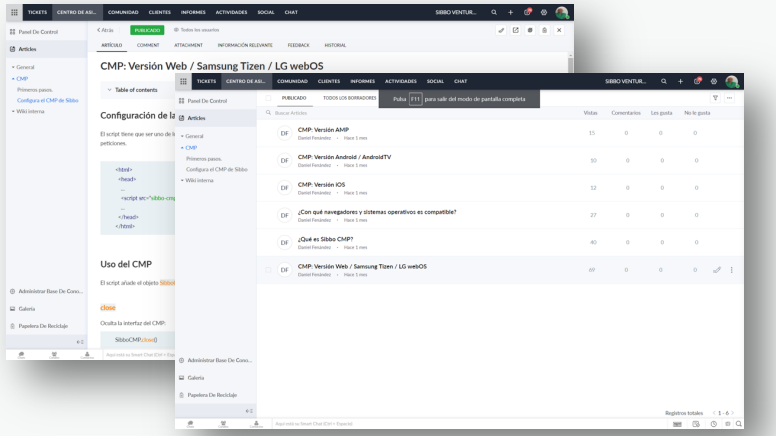
Statistics Dashboard

One-click control

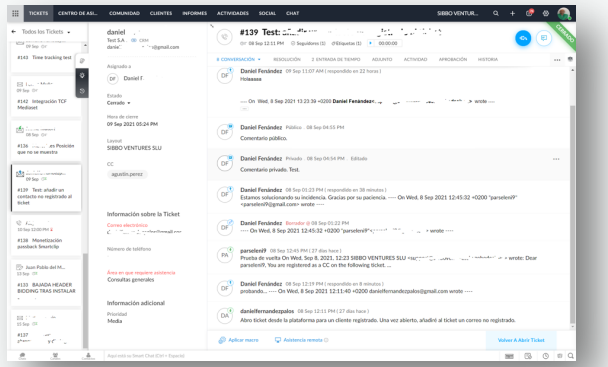
Detailed overview: consent granted, partial and revoked.

Optional dimensions: date, url, device, origin or instance and A/B test.

Wiki



Ticketing



Configurator available + dedicated account manager to support, configuration (legal, technical and look and feel) and product lifecycle

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WHAT'S NEW IN TFC V2.2

MAIN CHANGES

Sibbo Consent Platform

- Legitimate interest in relation to advertising and personalized content is eliminated (purposes 3, 4, 5 and 6)
- The number of vendors should be displayed in the first layer of the CMP. IAB recommends reducing the number of vendors shown to the user. IAB provides a json file with its characteristics (geo, scope of action, platform, etc.)
- A new purpose is included (Purpose11 - Use limited data to select content)
- Changes in texts related to purposes data processing to make them more understandable with examples
- More information about the vendors and the data they process
- getTCDATA > function disappears , which may affect the Publisher's reading of consents if it used this function.

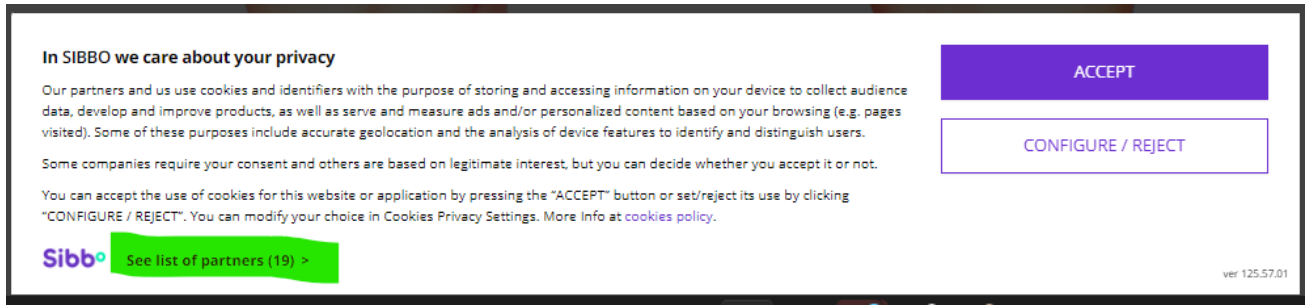
All these changes provide users greater control by offering increased transparency, information, and user-friendly language.

WHAT'S NEW IN TFC V2.2

EXAMPLE: DISPLAY NUMBER OF VENDORS

Sibbo Consent Platform

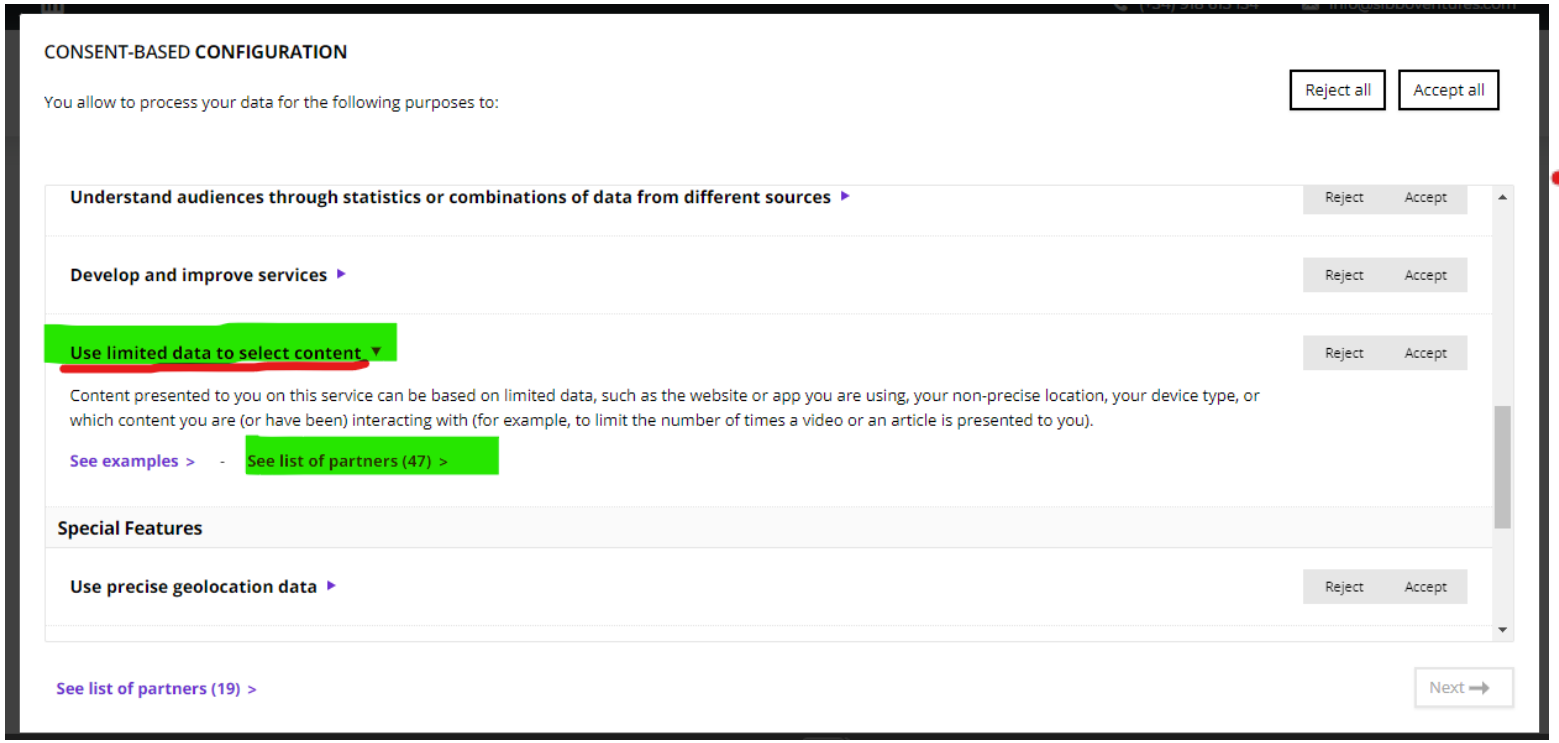
- The number of vendors should be displayed in the first layer of the CMP. IAB recommends reducing the number of vendors shown to the user. Sibbo provides a li.st with Vendors characteristics (geo, scope of action, platform, etc.) and advice publisher on criteria to filter.

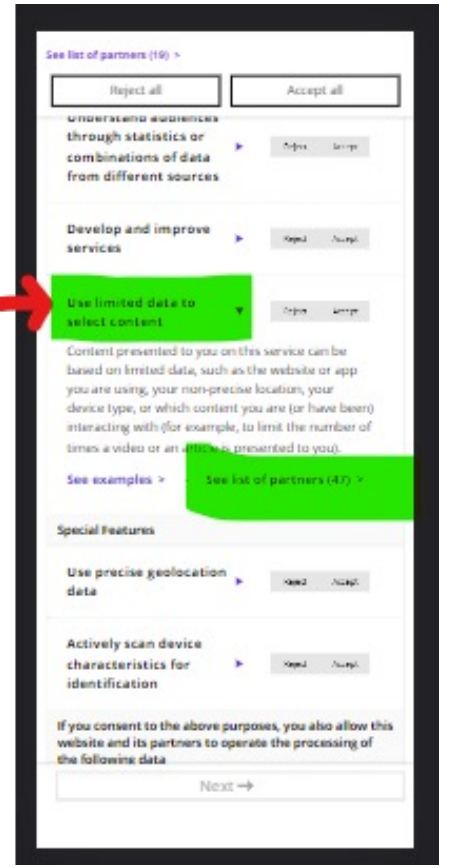


WHAT'S NEW IN TFC V2.2

EXAMPLE: PURPOSE 11

- New purpose 11. The number of vendors is also displayed inside of the purposes

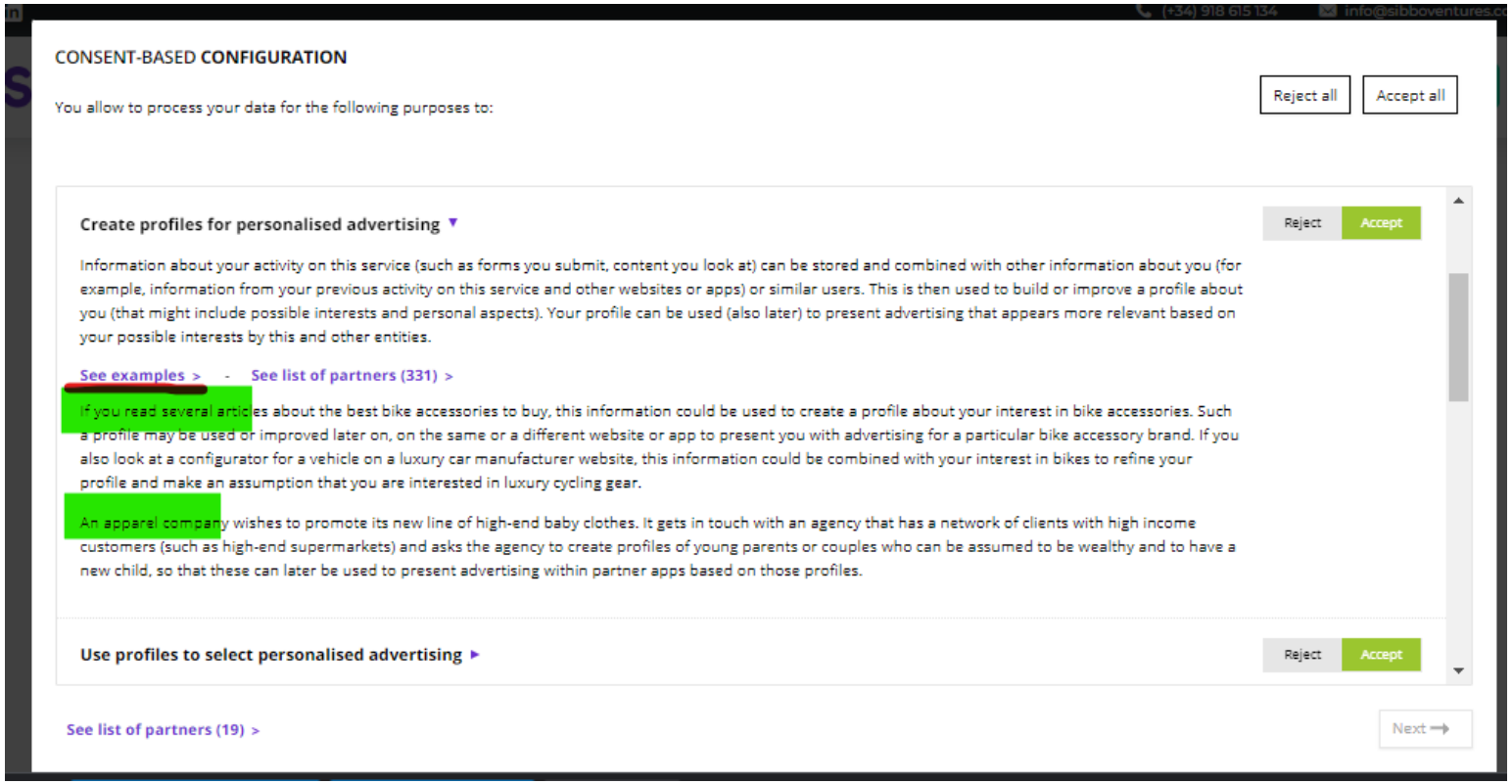


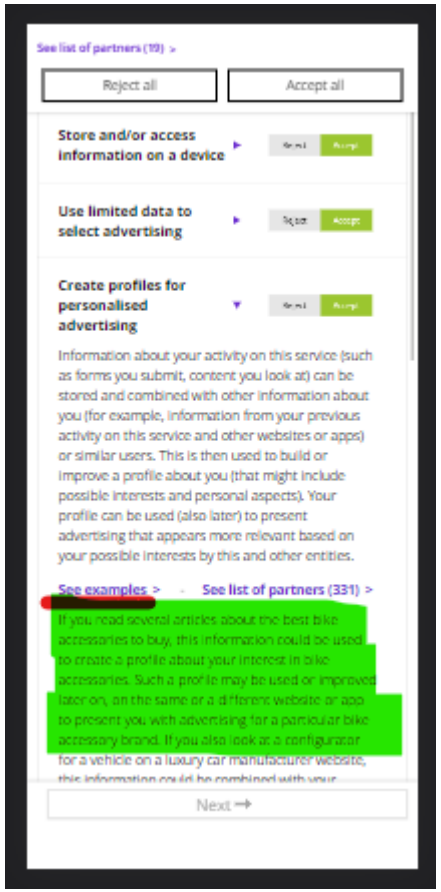


WHAT'S NEW IN TFC V2.2

EXAMPLE: Include examples in the Purposes definition

- Changes in texts related to data processing to make them more understandable (examples vs legal texts). Possibility for publishers to set their own examples.

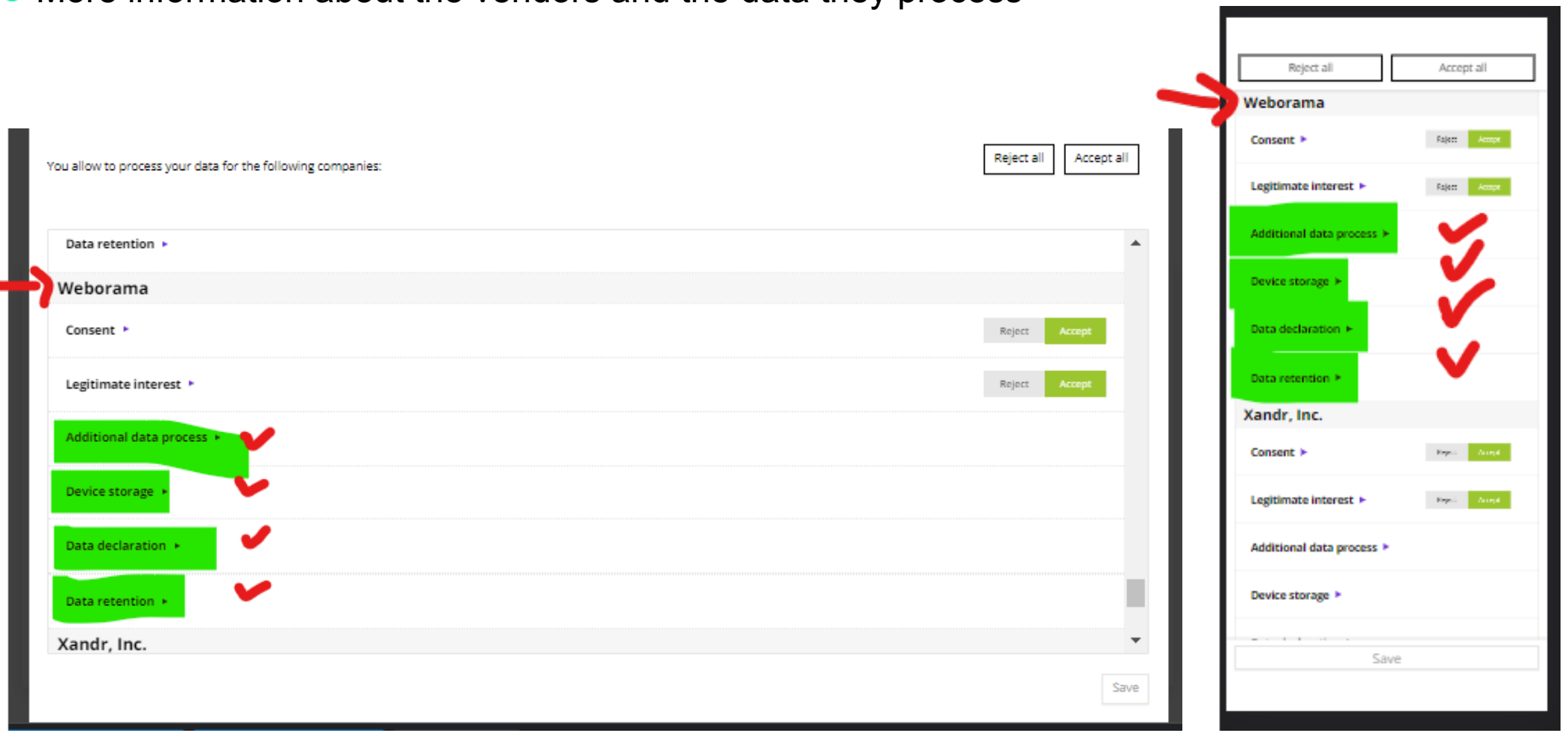




WHAT'S NEW IN TFC V2.2

EXAMPLE: INFORMATION ABOUT VENDORS DATA PROCESSING

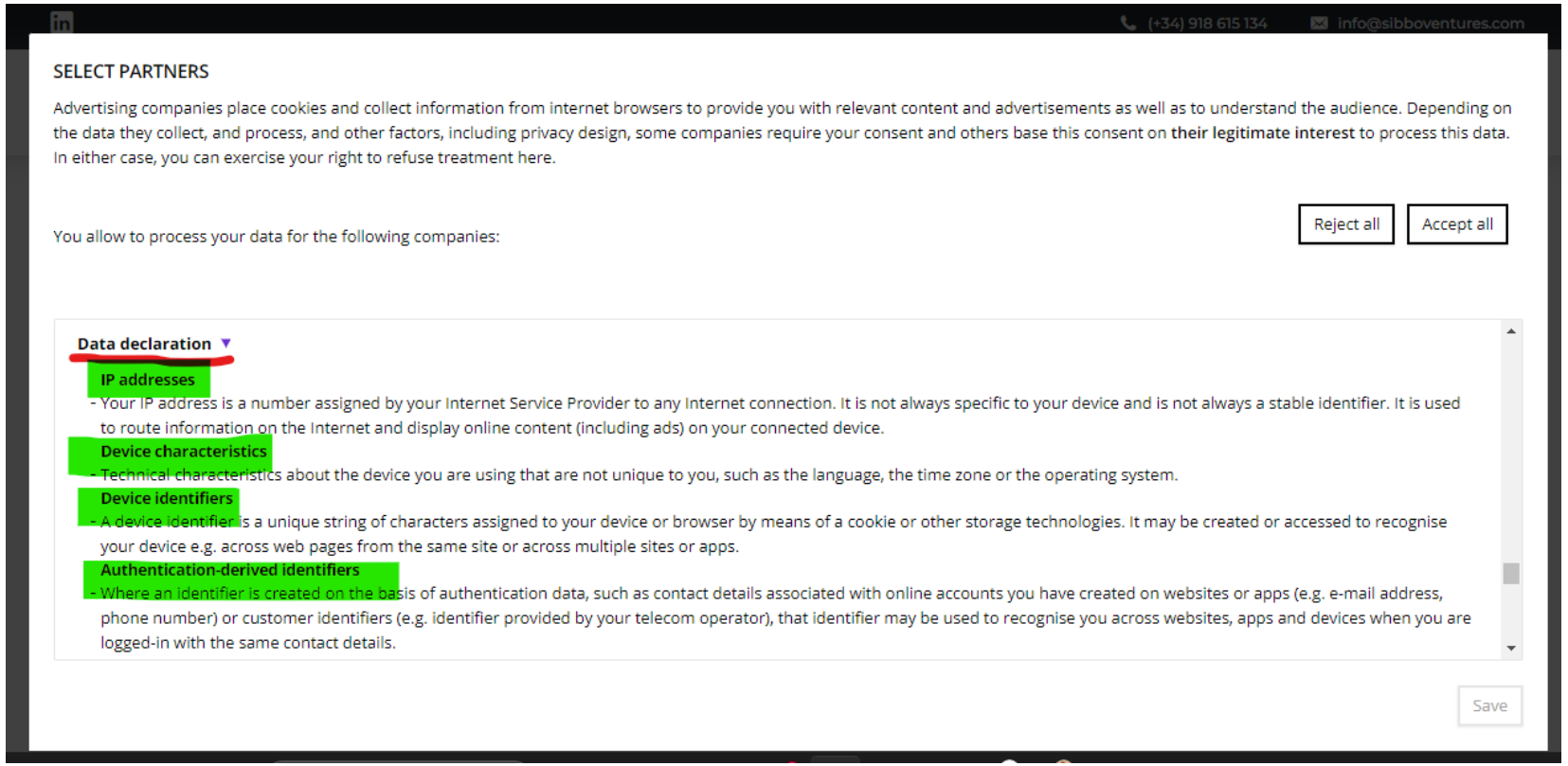
- More information about the vendors and the data they process

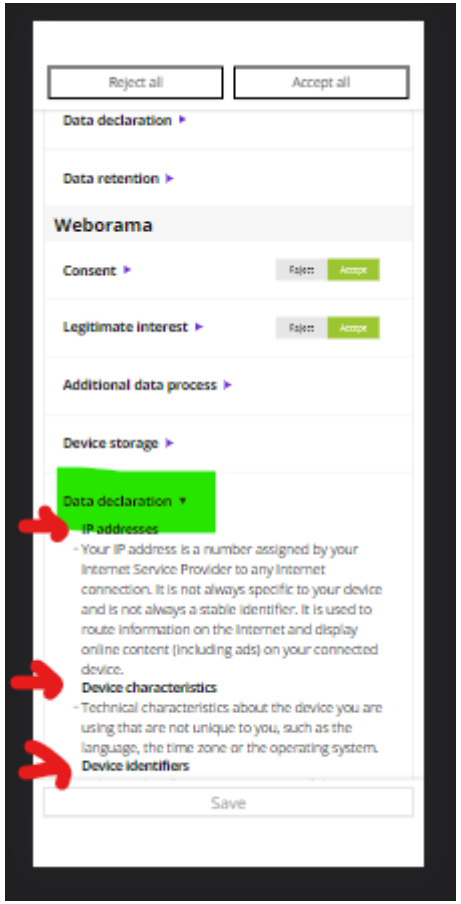


WHAT'S NEW IN TFC V2.2

EXAMPLE: INFORMATION ABOUT VENDORS DATA PROCESSING

- Details about vendors data processing





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Improvements introduced by Sibbo in the CMP

Sibbo Consent Platform

- **Improve multiple storage for HBBTV & CTV to wider TV range (old devices)**
- **SEO improvements with Superfast load for web**
- Google certified.
- Integration with Google consent mode
- Web vendor blocking scripts
- Interface improvements for all platforms

Sibbo
Consent Platform

Questions?
Contact us. We are delighted to hear from you !

Email : info@sibboventures.com

Linkedin:

Visit our website: www.sibboventures.com
Direct to the CMP: www.sibboconsentplatform.com